

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

Claim 1. (Previously Presented) A system for managing coupon redemption under a reward program, comprising:

a portable token configured to store an electronic coupon and a redemption tally, the redemption tally representing the number of times the electronic coupon has been redeemed by a holder of the portable token for a corresponding reward under the reward program;

a token acceptance device configured to communicate with the portable token and store a redemption limit relating to the electronic coupon, the redemption limit representing the maximum number of times the electronic coupon is allowed to be redeemed for the corresponding reward under the reward program, the token acceptance device further configured to receive information relating to a transaction from the holder; and

a reward host configured to allow a reward program sponsor to establish the redemption limit and communicate the redemption limit to the token acceptance device;

wherein the holder indicates to the token acceptance device that the electronic coupon is to be redeemed and applied to the transaction;

wherein upon receiving indication of redemption of the electronic coupon, the token acceptance device compares the redemption limit to the redemption tally and determines whether the electronic coupon is allowed to be redeemed and applied to the transaction;

wherein the token acceptance device automatically resolves redemption conflicts associated with a concurrent redemption of the electronic coupon and other coupons; and

wherein the reward host is further configured to prioritize multiple coupon redemptions for the transaction.

Claim 2. (Canceled)

Claim 3. (Previously Presented) The system of claim 1 wherein the reward host is further configured to allow the reward program sponsor to change the redemption limit in response to one or more conditions.

Claim 4. (Previously Presented) The system of claim 1 wherein the redemption limit is established based on one or more criteria that are specific to the holder of the portable token.

Claim 5. (Previously Presented) The system of claim 1 wherein the portable token includes one of a smartcard card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an access card, smart media and a transponder.

Claim 6. (Original) The system of claim 1 wherein the token acceptance device includes one of a point-of-sale device, a cellular phone, a personal digital assistant (PDA), a personal computer (PC), a tablet PC, a handheld specialized reader, a set-top box, an electronic cash register, a virtual cash register, a kiosk, a security system, and an access system.

Claim 7. (Previously Presented) The system of claim 1 wherein if it is determined that the electronic coupon is allowed to be redeemed, the token acceptance device updates the redemption tally of the portable token.

Claims 8.-14. (Canceled)

Claim 15. (Previously Presented) A method for managing coupon redemption under a reward program, comprising:

retrieving a token image from a portable token, the token image having an electronic coupon and a redemption tally relating to the electronic coupon, the redemption tally representing the number of times the electronic coupon has been redeemed for a corresponding reward under the reward program;

comparing the redemption tally to a redemption limit, the redemption limit representing the maximum number of times the electronic coupon is allowed to be redeemed for the corresponding reward under the reward program;

determining whether the electronic coupon is allowed to be redeemed;  
prioritizing multiple coupon redemptions; and  
automatically resolving redemption conflicts associated with a concurrent redemption of the electronic coupon and other coupons,  
wherein retrieving, comparing, and automatically resolving are performed by a token acceptance device.

Claim 16. (Previously Presented) The method of claim 15 further comprising:  
storing the redemption limit in the token acceptance device.

Claim 17. (Original) The method of claim 16 further comprising:  
allowing a reward program sponsor to establish the redemption limit; and  
communicating the redemption limit to the token acceptance device.

Claim 18. (Previously Presented) The method of claim 17 wherein the redemption limit is established based on one or more criteria that are specific to a holder of the portable token.

Claim 19. (Original) The method of claim 17 further comprising:  
allowing the reward program sponsor to change the redemption limit based on one or more conditions.

Claims 20.-44. (Canceled)

Claim 45. (Previously Presented) The system of claim 1 wherein the reward host is further configured to determine rules or logic to resolve conflicts between the electronic coupon and a paper-based coupon or the other coupons.

Claim 46. (Canceled)

Claim 47. (Previously Presented) The method of claim 15 wherein token acceptance device will store the electronic coupon within the memory of the portable token for future use if it determines there is a conflict with the other coupons.

Claim 48. (Canceled)

Claim 49. (Previously Presented) The method of claim 15 wherein the portable token is a phone.

Claim 50. (Canceled)

Claim 51. (Previously Presented) The system of claim 1, wherein the redemption tally is configured to be included in a token image.

Claim 52 (Currently Amended) The system of claim 51, ~~herein~~ wherein the token image is configured to be retrieved by the token acceptance device.

Claim 53 (Currently Amended) The system of claim 51, wherein the token image is updated after redemption of a coupon.

Claim 54. (Previously Presented) The system of claim 1, wherein one or more coupons stored on the portable token are configured to be redeemed to a particular transaction when a paper-based coupon is also presented.

Claim 55. (Previously Presented) The system of claim 1, wherein the token acceptance device has a control logic configured to automatically allow or disallow redemption of the electronic coupon in combination with a paper-based coupon presented for one purchase transaction.

Claim 56, (Previously Presented) The system of claim 1, wherein the other coupons are paper-based coupons.

Claim 57. (Previously Presented) The system of claim 1, wherein the other coupons are electronic coupons.

Claim 58. (Previously Presented) The method of claim 15, wherein the token image is updated after redemption of the electronic coupon.

Claim 59. (Previously Presented) The method of claim 15, wherein the electronic coupon stored on the portable token is configured to be redeemed to a particular transaction when a paper-based coupon is also presented.

Claim 60, (Previously Presented) The method of claim 15, wherein the other coupons are paper-based coupons.

Claim 61. (Previously Presented) The method of claim 15, wherein the other coupons are electronic coupons.